Grocery Store Smarts

Activity Goal:

Inform the community that calcium is found in a variety of foods — not just milk and dairy products.

Activity Description:

Contact your local grocery store (almost all Hy-Vee grocery stores now employee dietitians you could contact) to have a display showing a variety of calcium rich foods available in the store.

Guide for Grocery Store Smarts:

Task Description	Lead Time	Completion Date	Person(s) Responsible
 Contact your local grocery store and ask to speak to the registered dietitian or a store manager Explain the activity and ask if they would be willing to participate Set up an exact date and time for the activity 	3 months		You
★ Look at the nutrient list of foods rich in calcium and make a list of foods you would like to use	2 months		You
 Plan exactly how you will set up your stand and what foods will be used Call your contact with a friendly reminder about the set date 	1 month		You
★ Go to the grocery store and meet the person with whom you have arranged the activity	Day of the activity		You
★ Purchase the foods you have decided to feature	Day of the activity		You
★ Set up your table in the area provided with the foods on it in an appealing manner	Day of the activity		You
★ Stay at the stand for an hour and talk with customers	Day of the activity		You
★ Take down the table and return it to the person who gave it to you and clean up anything that you used	Day of the activity		You

Detailed Steps:

- 1. Contact your local grocery store and ask to speak to the registered dietitian or a store manager
 - a. Explain that you are working with the USDA's Team Nutrition School Wellness Policy Team and ask if they would be willing to allow you to set up a display featuring calcium rich foods
 - b. at this time set up an exact date and time
 - c. also ask at this time if they have a table you could use for your display
- 2. Look at the nutrient list showing the different types of food that are rich in calcium found at: http://www.nal.usda.gov/fnic/foodcomp/Data/SR18/nutrlist/sr18w301.pdf
- 3. Make a list of foods you would like to use in your display
- 4. Go to the grocery store on the designated date and meet with the RD or manager with whom you have arranged the activity
- 5. Go around the grocery store and purchase the foods you have decided to feature; keep your receipts! (try not to exceed \$25)
- 6. When purchasing foods try not to buy more than one product that is similar to another; ex: only buy one dairy item (calcium fortified soymilk is a good nondairy milk option) and one Calcium fortified orange juice, etc.
- 7. Ask for the table and set it up in the area provided with the foods on it in an appealing manner you may want to make a sign or poster to go on your table as well, it's up to you so be creative
 - a. you may want to make a chart that includes the name of each food you have chosen, a common household amount of that food and how much calcium is in that amount all of this information is found at the website above
- 8. Stay at the stand for an hour and ask customers if they would like to discover more food items that are rich in calcium to include in their diets
- 9. When you are finished take down the table and return it to the person who gave it to you and clean up anything that you used
- 10. Turn in your receipts for reimbursement